

it began with an investigation of brands, prices and advertising. With every survey which has been conducted, Williams has found more things to add to each report. The survey usually shows that merchandising problems center on two points: (1) not handling personnel right, and (2) not displaying merchandise properly.

Williams believes that the self-taught small businessman needs help in marketing his merchandise. And he has set out to give that help when it's requested. Letters which he receives from his "clients" show that his service is making progress.

An insurance agent recently told Williams that the survey had pointed out his office staff was not up to par. "I'm now holding a school for my staff," the agent said.

After the conference which follows the student-conducted survey, a 2-week short course in salesmanship for business personnel is available if requested. The conference and short course, conducted by Service staff members, attempt to iron out merchandising problems which have been discovered through the survey.

After the conference which followed the survey in McAlester, a businessman wrote: "Just wanted to let you know how very much I appreciated the help and discussion given during your recent small business conference. I think you have done an excellent job in compiling the data concerning McAlester, and I know that the businessmen who attended gained as much from the various discussions as I did."

In every community which has been sur-

veyed by the service similar letters have been written. "The response has been amazing," says Williams. "In several towns merchants who did not register for personal counseling later expressed the feeling that they had been left out of a good thing."

Williams' long-range plan is to survey all major towns in the state. A good start in that direction has been made. From September 18 to November 28 last year, Williams and his students clocked over 4200 hours of work, the time it took to study 270 business firms.

While they are pushing ahead into new communities, they are also seriously considering returning to some towns for rechecks to observe improvements. "On the day after the conference which followed the survey in Shawnee, we could see the face of the business district changing," Williams recalls.

The changes which were taking place in Shawnee were direct results of the small business conference and sales clinic which followed the survey. In a future issue of *Sooner Magazine* we will show how the conference and other phases of the Business Extension Service operate.

— ASSOCIATION —

Three Club Reports

With the Christmas and New Year holidays, organized club meetings during December and the early January were necessarily limited. In their stead, there was the gigantic alumni gathering in New Orleans Sugar Bowl weekend.

As the organizational program of state clubs moves into high gear once more, three December club meetings remain unreported.

The New York alumni club met at the Princeton Club in New York City December 1 for a cocktail party and business meeting to elect officers. More than 100 alumni of the area attended.

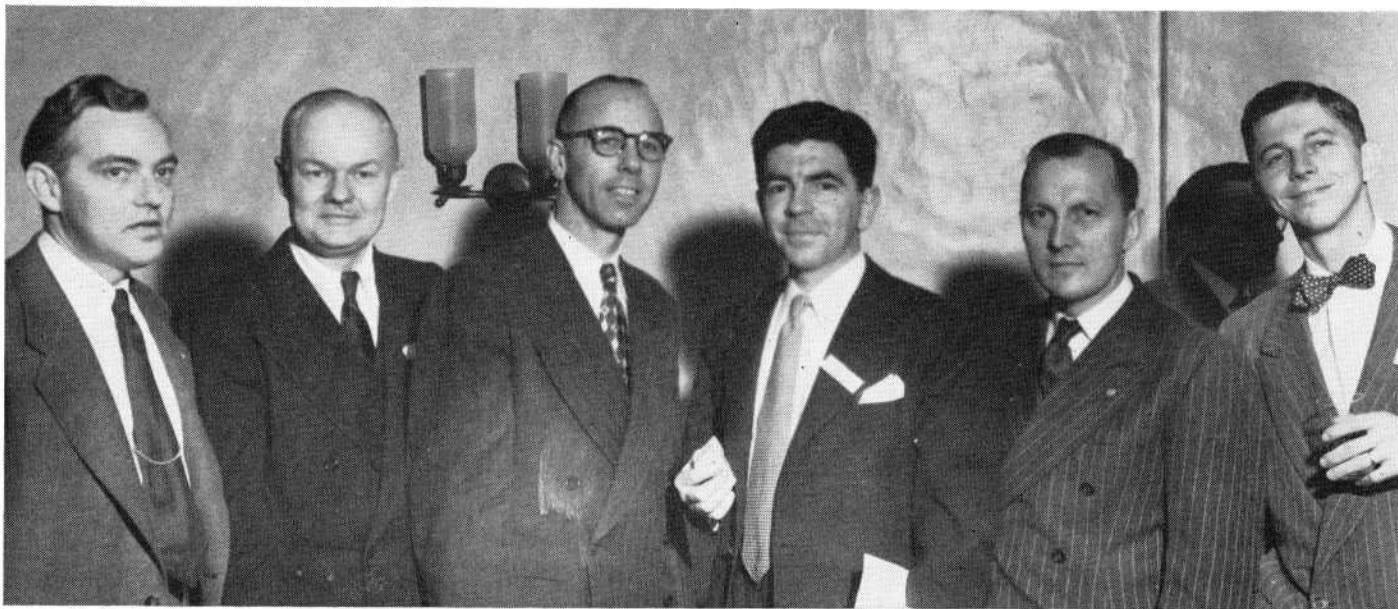
Jane Douglas White, sophisticated song stylist and composer who sang with the Theta trio at O.U., entertained with selections of her own songs. Then the club watched the Texas-O.U. football film.

Newly elected officers include Bill Schubert, '47, president, Dr. Sterling Brown, vice president, and Moris T. Haggard, '46-'47, re-elected secretary-treasurer.

Seattle Alumni Clubbers gathered December 9 at the home of Dr. Ray Ballard, '32m.ed, '39med, and Mrs. Ballard. About 40 members were reported present by Mary Myers, '32-'33, club secretary. From Miss Myers report: "We enjoyed the film of the 1949 Texas-O.U. game. . . . After the film we were entertained by Peggy Ballard who sang for us and then we all sang carols.

Ottawa County Alumni Club held a pre-Christmas dinner December 14 in the Hotel Miami. George Cummings, '49bus, assistant alumni secretary, met with the club and narrated the O.U.-Texas film.

New Officers were elected at the meeting. Tom Bomford, '48bus, was named president; Jess Heck, '48journ, was chosen vice president, and Mrs. Helen Chambers Neal, '45bus, was elected secretary-treasurer.



New officers were elected at the December New York club meeting. They are pictured above with outgoing officers. Those shown are Moris T. Haggard, '46-'47, re-elected secretary-treasurer; Allen C. Duncan, '21geol, past vice president; Dr. Sterling Brown, new veep; Russell Black, '42ba, past president; Elmer Million, '35Law, and Bill Shubert, '47, newly elected president of the club.