Excellent Safety Deposit Facilities

In times when people are moving frequently, going into military or government service, into defense work, or other calls to special service, a safety deposit box for safe-keeping of valuable papers and jewelry is especially important. Let us show you the facilities we offer for this purpose.

SECURITY NATIONAL BANK
NORMAN, OKLAHOMA
R. W. Hutto, '10, President
Member Federal Deposit Insurance Corp.

PHOTO
48
Clark Cleaners

CHAMPLIN
SUPER SERVICE STATION
TIRES—GEARING—WASHING—REPAIRS
Open Day and Night
E. F. SHERMAN, Manager
Main and Highway 77 Norman Phone 644

RUSSELL SMITH STUDIO
"Where Photography is an Art"
127½ E. Main Norman

KING G. PRICE
INSURANCE
"Where Insurance Is Not a Sideline"
118 N. Peters Phone 945 Norman

Upholstering
Draperies
Furniture Repair
Decorating
Carpets

The Upholstering Shop
Mrs. Louis P. Burns — C. H. Jackson
101 E. Comanche, Norman Phone 1721

BOOKS

Educational administrators as well as professional public relations and publicity men can find practical and stimulating ideas in Public Relations for Higher Education, by Stewart Harral, '36ma, published last month by the University of Oklahoma Press ($3.00). Avoiding the danger of pontificating on abstract theories of public relations, Mr. Harral, who is director of press relations for the University and a former newspaper man, attacks his subject in a down-to-earth manner that is convincing and effective.

As Mr. Harral points out, the public in recent years has been asking questions about higher education. Is it worth the price required to support it? How fully is it serving the needs of society, of business and industry, of the professions? How true is it that higher education has succumbed to the American mania for bigness?

"These questions and many more like them deserve to be answered," he says, "through day-to-day effort on the part of alert, competently trained public relations personnel in our institutions."

Commenting that the importance of a public relations program has been underestimated by college and university heads, "perhaps because it is so intangible," Mr. Harral declares that the attainment of satisfactory public relations requires, in the end, "the participation of each administrator, every faculty member, the student body, the alumni, and the board of control," as well as "all agencies directly engaged in public relations activities: extension division, athletic department, publications department, alumni office, division of short courses, radio station, as well as the publicity office, on a broad front."

Writing from his own broad experience and a large fund of information gathered from men in key positions of colleges and universities over the nation, Mr. Harral covers in his book more than a score of phases of public relations in higher education, including the press, radio, exhibits, alumni activities, short courses, the role of administrators and faculty, pictorial publicity, extension programs, and the steps necessary to organize a public relations program.

One chapter in the book is devoted to the important part played by alumni in improving an institution's public relations. "To overlook the role which alumni, through intelligent and continuous support, play in lending strength and cooperation to the institutional program is to ignore one of the vital cogs in the interpretative machinery," Mr. Harral writes.

The author of Public Relations for Higher Education has served as associate editor of The College Publicity Digest and as vice president of the American College Publicity Association.

OKLAHOMA GAS AND ELECTRIC COMPANY

George A. Davis
President

WE'RE DOING A H cess
Helping

Ours is a business which has always been "Keyed up" for emergency. Not exactly ready for a world war, but prepared for upsets and severe demands.

Suppling Dependable Electric Service for every use is our job. We know a lot about it—and we know, too, that you want it at the lowest possible price. And that has always been our aim. Consequently, you now enjoy the use of Electric Energy abundantly—at the lowest cost in history.

This is possible because we have "planned ahead," even as we are now doing for the future.

AUGUST, 1942