Carl Whiteman, ex '14, occupies one of the most important positions held by any alumnus of the university. He is the vice president of the General Foods Sales Company, Inc., one of the greatest food marketing corporations in the world. During his university career Mr Whiteman was wholly self-supporting.

A ruler of the food world

We might imagine a conversation at the breakfast table in the home of Carl Whiteman, ex '14, of New York, thus:

Mrs Whiteman: "Will you have Post Toasties this morning?"
Mr Whiteman: "Post's Bran Flakes for health, you know, my dear."
Mrs Whiteman: "Of course, but why not Grape Nuts?"
Mr Whiteman: "This is wonderful coffee."
Mrs Whiteman: "Of course it is, Maxwell House, you know."

Perhaps such a conversation never occurs. But Mr Whiteman can sit down to a breakfast completely served with food products marketed by the company of which he is the vice president. He can drink coffee with or without caffeine. He can have a wide choice of cereals; his household can get along in the day by using only products which Mr Whiteman's company sells.

For you see, Mr Whiteman is the vice president of General Foods Sales Company, Inc., America's largest food marketing organization, and one of the most stable, incidentally, as the strength of General Foods on the stock market during the last trying year has indicated.

His company is the one that markets such well known products as Diamond Crystal Salt, Walter Baker's Cocoa and Chocolate, Log Cabin Syrup, Jell-O, Instant Postum, Swan's Down Cake Flour—and so on. You can see, that the breakfast conversation we have imagined could really take place.

His position is one of the most important occupied by Sooners. He is in charge of all of the entire outside operations of the corporation, including organization, personnel, customers to whom the corporation sells and trade relationship.

Mr Whiteman is a native Oklahoman, having been born in Ardmore. He was a member of Kappa Alpha fraternity in the university and sang in the glee club. Mr Whiteman is one of that fine group of self-supporting students who achieve success in life, for he was wholly self-supporting while in the university, earning his living expenses by singing in Pat Berry's picture show.

After leaving the university in 1914, Mr Whiteman was in the merchandise brokerage business in Dallas and Fort Worth, Texas. He left Fort Worth for Battle Creek, Michigan, in 1924, to become a division sales manager for the Postum Cereal Company. Later, in 1924, the division office was moved to Cincinnati, Ohio, where Mr Whiteman lived until December, 1925, when he went to New York for the same firm.

The Postum Cereal Company entered a consolidation program with other organizations and out of them was organized the General Foods Sales Company, Inc., of which Mr Whiteman is now the vice president.

Mr Whiteman is married, his wife being née Mary Louise Bahan of Fort Worth, Texas. The Whitemans have a daughter, age fourteen.