Miss America is a title of nobility which has found at last a personality fine enough to merit it.

A portrait of Tessie Mobley Brave, ex '24, has been named "Miss America" by Robert C. Vose, director of the Vose Art Galleries of Boston and Mrs Brave exemplifies in real life all of the qualities which the name implies.

Her beauty is of the regal type, as shown in the accompanying pictures. She is highly cultured in the musical arts, and is constantly appearing as vocal soloist with many of the major art and music clubs in the southwest and the east. Her personality is quiet, poised. Her major claim, however, to the title is the fact that she is a member of the Chickasaw tribe.

Perhaps there are not many who remember her as a Sooner for she attended the university only during her freshman year. Those who were fortunate enough to know or hear her then will remember her as soloist for the girls glee club and as appearing on the program at most of the campus musical functions.

She modestly describes her progress since that date as developing "step by step" but to an observer it appears that she has advanced more nearly by "leaps and bounds." It is only such rapidity which could place her in the position which she now occupies and supply the many experiences which she has had.

Shortly after leaving the university Miss Mobley was married to Louis Bibb Brave of Pawhuska, a member of the Osage tribe. They had settled in a beautiful home outside of Pawhuska where they intended to live when a chance meeting with Tsianina, the Indian singer, during a trip to California, inspired both Mrs Brave and her husband Bibb Brave, both of whom served as Indian technical directors of the film.

Tessie Mobley Brave, ex '24, of Hollywood, California, is reputed to be the most beautiful Indian woman in America and in the portrait at the left painted by a noted American artist, she is presented as the real "Miss America." The portrait now hangs in Boston, Massachusetts. Mrs Brave is rapidly gaining a national reputation as a singer and has appeared in several motion pictures, including "The Girl of the Golden West," "Whoopee" and others. In the photograph below are, left to right, Wesley Ruggles, director of "Cimarron," with Mrs Brave and her husband Bibb Brave, both of whom served as Indian technical directors of the film.

Soonerland's Miss America

BY BETTY KIRK, '29

Mr and Mrs Brave to continue in their studies of the arts.

A great Indian festival was staged in the Hollywood Bowl and Mrs Brave, trying out for a minor part, was given

(TURN TO PAGE 369, PLEASE)
At 10--2 & 4 again

At 10.
At 2.
At 4.

How many times a day do you say that magic series of numbers to yourself? or hear your friends say that?

"At 10--2 and 4" is one of those magic phrases of modern advertising that have livened a relatively obscure product into the national consciousness. It is a phrase that is now indelibly written into American buying psychology.

It was a Sooner's advertising firm that had that happy idea. The president of that company is one of those ingenious Texas Sooners who continue to bring fame to Oklahoma by continued successes in their own state.

The man behind Dr Pepper's recent meteoric rise to the front in cold drink popularity was Shelly E. Tracy, president of Tracy-Locke-Dawson, Inc., one of the largest advertising agencies in the southwest. Dr Pepper is only one of Mr Tracy's many successful projects, but it is his most famous. Before his firm took over the product whose popularity had slumbered for so many years it was known only to the old heads who remembered drinking it in their youth.

And when new life came with the extensive advertising campaign, they returned to their old habit, a habit that has now become an American one. And all because of a catchy phrase sent by a Sooner's firm to millions of billboards and magazine pages.

Mr Tracy was graduated with the class of '11. Just after he left the university he went to Oklahoma City where he became manager of the advertising department of Williamson-Halsell-Frazier company. By 1914 he had organized the Southwestern Advertising company and was acting as its manager. The firm stayed in Oklahoma City several years and then Mr Tracy saw a richer field in Dallas, so there he went with his Southwestern Advertising company. In Dallas the new company of Tracy-Locke-Dawson, Inc., was organized and from Dallas its fame quickly spread.

In the university Mr Tracy was vice-president of his senior class. He was a member of Pe-et, and he partly supported himself in newspaper work. He was athletic editor of the 1910 Sooner and worked for The Umpire, predecessor of The Oklahoma Daily. He is a member of Sigma Delta Chi, professional journalism fraternity, Sigma Alpha Ep-silon, and a member of Phi Beta Kappa.

Staff members of The Sooner in that day were not very good prophets. Especially when they said what they did of Shelly E. Tracy. Here is what we found in the yearbooks of 1910 and 1911: "A faithful man in class athletics. Spoken of by the ladies as 'the dear little lad.' Has a promising future—but oh, the promise." And, "Some people who are too lazy to think call themselves conservatives. 'I am a very conservative man.'" What a far cry from that to a maker of American habits.

Besides being president of Tracy-Locke-Dawson, Inc., he is president of Dr Pepper Bottlers, Inc., vice president of Lakewood country club, a member of the board of directors of the American Association of Advertising Agencies, chairman of the southern council of that association, and a member of the Dallas Rotary club.

Movie work, however interesting, is not her goal however, for she devotes most of her time to singing. In California she has appeared as soloist at the Long Beach Opera Reading club, at the International Dinner of Los Angeles Opera and Fine Arts club, at the Woman's Breakfast club, at the dedication of the Greek theater and so on to appear at the Los Angeles Men's Breakfast club of ham and eggs fame.

New Mexico has been the state next most favored by her appearances. This will be her fourth year as soloist with "The First American" pageant at Albuquerque and she has sung in New Mexico on programs with Charles Wakefield Cadman and with Homer Grunn.

Two of her most recent appearances were made in the east. On June 10 she broadcast with two other Indian singers over the National Broadcasting chain from their station in New York City.

(SOONERLAND'S MISS AMERICA)

(continued from page 367)
Few men working for the state have as full a program as J. William Cordell, ex '16, who is secretary of the Oklahoma senate, secretary of the state election board and reading clerk of the senate. Elected the senate secretary, he continued with his duties as reading clerk without extra pay.

His a triple job

Few men in the service of Oklahoma probably have a heavier schedule or harder job than that which J. William Cordell, ex '16, holds. He is secretary of the state senate and ex-officio secretary of the state election board, two jobs that would occupy the full time of almost any two men, as well as reading clerk of the senate.

Mr. Cordell, who had been reading clerk of the Oklahoma senate for many years, was, on January 29, elected secretary of that group and secretary of the state election board. It was a deserved promotion for a Sooner who had worked for years for the state.

Mr. Cordell is a native Oklahoman, his birthplace being Chandler and the date September 11, 1895. Following completion of his high school course at Chandler, he enrolled in the university in 1913. He was a student in journalism and government and from 1914 to 1916 was editorial writer for The Oklahoma Daily. In 1914 he was elected president of the university chapter of the Oklahoma League of Young Democrats.

He was one of the organizers of the Delta Theta fraternity, which successfully petitioned Phi Delta Theta, of which he is now a member, having been initiated while on furlough from the army in May, 1918. He was also a member of Sigma Delta Chi fraternity.

Most of his life has been spent in Oklahoma, with the exception of army service and a jaunt after fortune in the Florida boom. In 1915, Mr. Cordell was one of nine applicants for the post of reading clerk for the state senate. He got the job, his training as a university orator standing him in good stead. He has served as reading clerk every session of the legislature since, with the exception of the Walton impeachment session of 1923-24, when he was adjutant of the American Legion and the regular session of 1927, when he was in Florida.

Even when he was elected to the secretarship of the senate, he retained his job as reading clerk, having in reality three posts with but one salary.

In 1917 he was manager of the T. D. Turner Co., wholesale fruits and vegetables, of Guthrie. When the war came, he enlisted and served sixteen months. Following his war service, he became the manager of the Turner company at Altus until 1921. He became assistant secretary of the state election board that year, serving until October, 1923. In the latter month he was made state adjutant of the American Legion and managing editor of the Oklahoma Legionnaire.

The Florida boom called him. He went to Jacksonville, where he was owner and publisher of the Jacksonville Today, from 1925 to 1928. He returned to Oklahoma and became assistant secretary of the state election board again.

The workings of politics have always attracted Mr. Cordell. His major in the university was government and his minor journalism. His father, S. A. Cordell, was state senator from the Chandler district in the first session of the legislature in 1907. He was a page in the first senate, and it was quite a job. As Joe O'Brien describes it in Hartlow's Weekly: "His duties were different from those of pages today. The senate became involved in a printing controversy and decided to multigraph its bills and journals instead of having them printed. Instead of 'hopping' calls from senators, 'Bill' was assigned to the multigraphing department, and cranked out the printed matter on one of the early multigraphing inventions."

SOONERLAND'S MISS AMERICA

(CONTINUED FROM PAGE 369)

The preceding day the trio entertained the national convention of the National Electric Light Association at Atlantic City.

Lou-scha-enya has twice entertained Governor and Mrs Murray with her singing. They attended a concert which she gave for her parents in Ardmore during December and she sang at the Oklahoma picnic given Governor Murray during his recent trip to California.

Her unusual beauty inspired Mrs Kathryn W. Leighton, known as the "Van Dyke of the Indians" to paint three life size portraits of her. Two of these pictures were purchased by the Vose galleries of Boston and one of them named "Miss America." Mr. Vose, who has collected the pictures of famous beauties for years, told the artist that Lou-scha-enya was one of the most beautiful women he had ever seen.

Such praise is taken casually by Lou-scha-enya for she says that her voice and whatever personal charm she may have are the gifts of nature but she takes just pride in the career which she is creating for herself and confesses that "anything which she has personally achieved she is truly proud of."