Shelley E. Tracy, '11, president of the Tracy-Locke-Dawson, Inc., of Dallas, Texas, cannot visit any city in America without seeing the handiwork of his advertising company. For it was his firm that coined the phrase «at 10--2 and 4» and set the nation drinking Dr Pepper, of which firm he is also the president.

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 South-west 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 Sigma Delta Chi, professional journalism fraternity, Sigma Alpha Epsilon, 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.

SOONERLAND'S MISS AMERICA

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the second lead to the famous Tsianina. Those who heard her insisted that she continue with her voice training and since that date she has studied and sung with great success.

"Lou-scha-enya" which means "Humming Bird" is the tribal name which she has taken for professional purposes. As Lou-scha-enya she has appeared with Ann Harding in The Girl of the Golden West and with Eddie Cantor in Whooppee. She was selected for the latter role after Florenz Ziegfeld had made screen tests of thirty girls.

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 is soon 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.

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