

# This month

A new spirit pervaded the alumni office in the Union building at Norman during April.

Although relations with the University always have been most harmonious during the long period in which the institution helped pay salaries of the alumni staff, the action of the Alumni Board in deciding to pay its own salaries without University help brought a new and stimulating feeling of independence.

The Association faces a tough assignment in building up its membership, but at least it is now the "master of its fate" and can chart its own course.

Three deaths of University students on Highway 77 between Norman and Oklahoma City brought demands for tighter enforcement of the no-car rule, and also for improvement of the highway.

University officials took steps toward making the no-car rule even more rigid than usual, but expressed belief that deaths would continue on the highway until something is done to relieve traffic congestion and dangerous turns between Norman and Oklahoma City.

Several newspaper commentators suggested widening the highway; some suggested improving an entirely different route between the two cities to divert part of the traffic.

Most sound solution, according to latest theories of traffic experts, would be a two-slab highway. This would be practically two different highways, each a one-way drive, with a narrow strip of ground between to prevent cars going back and forth.

Mere widening of a single slab has a tendency to increase head-on accidents, because of frequent efforts to pass slowly moving vehicles, experts have found.

A double slab, with traffic moving only in one direction on each side, should prove very efficient in handling large football crowds between Norman and Oklahoma City, as well as taking care of the regular traffic expeditiously and safely.

Readers of this Magazine probably have noticed a considerable increase in national advertising in the last few issues. This advertising program on the part of large national firms is partly experimental. The continuation of it depends largely on whether they can be convinced that alumni are actually reading these ads.

Since improvement of this magazine depends to a considerable extent on getting and keeping more advertising, we are especially eager that our readers co-operate by filling out the purchasing questionnaire to be found near the back of this issue.

This is probably the last time this questionnaire will be published, and our last chance to make a good showing to our national advertisers.

It will take you not more than five minutes to check the right answers in the questionnaire. It does not obligate you to anything whatever, as information is the only thing the advertisers are seeking in this case. And you don't even have to pay postage. Because the questionnaire folds into a business reply envelope that requires no stamp.

We're sorry to bother you about this, but it is really important to the welfare of *your* Magazine.

—R. C.

# The Sooner Magazine

OKLAHOMA ALUMNI NEWS

A Monthly News Magazine for University of Oklahoma Graduates and Former Students

ROSCOE CATE, '26 ----- EDITOR AND MANAGER  
T. M. "TED" BEAIRD, '21 ----- ALUMNI SECRETARY

Staff writers: Harold Keith, Norman; Frances Hunt, Norman; Eleanor Lain, Norman; Dorothy Woodruff, Ponca City.

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### The Cover

An artistic sketch of the Ad building entrance.

Subscription to THE SOONER MAGAZINE is obtained through membership in the University of Oklahoma association; annual dues \$3, of which \$2 is for the Magazine; life \$60, of which \$40 is for the magazine. Life membership payable \$5 a quarter.

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*Radio Station WNAD, Oklahoma Union Building (Radio Tower)*—Broadcasting time: 2 to 4 P.M. Monday, Tuesday, Wednesday, Thursday; 7:15 to 9:15 P.M. Tuesday and Thursday; 8:15 to 9:15 P.M. Wednesday; 1010 kilocycles 1,000 watts.