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This month . . .

THE occasional big moment in the life of a magazine editor comes when he opens his mail.

For example, March brought a special delivery letter from Puerto Rico, much to the surprise and delight of this editor. The letter contained a timely and interesting article from Muna Lee, widely known as a poet, story writer and a loyal Sooner. She is a former contributing editor for *The Sooner Magazine*, and when Spanish America became excited over a bill introduced in Congress by Wilburn Cartwright, a Sooner alumnus, she saw that an article should be written about it.

We hope other Sooners, scattered all over the country and in many parts of the world, will "go thou and do likewise" when they run into something that would make an appropriate article for the magazine. Or if you don't feel quite up to writing a real, honest-to-goodness "article" about it, just write a long letter and that will serve the same purpose.

In this issue of the Magazine we have letters from Sooners as far apart as Koyuk, Alaska and Colombia, South America.

According to the *Wisconsin Alumnus*, Warren Brown, sports editor of the Chicago *Herald-Examiner* pulled this fast one at the annual Notre Dame football banquet.

Talking about the difficulties under which some coaches labor, and how frequently a losing season brings on the executioner's axe for the unfortunate losing coach, Brown insisted that at Wisconsin things were done differently.

It seems that Wisconsin had a different recipe for correction of football ills.

"Up there when the team loses and has a disastrous season they fire the president and don't even think of the coach!"

Burton Rascoe, a former Oklahoman now famed as a literary critic, writes caustically of Oklahoma politicians in the March issue of *Esquire*, but has some kind words to say about the University.

After pouring it on "hayseed politicians," he goes on to speak of "The University of Oklahoma, which has become a fine institution in spite of the politicians, with a notable faculty and a magazine indispensable to students and scholars in modern languages, *Books Abroad*, edited by Roy Temple House."

The rising costs of state government have directed the attention of many ob-

servers to possible means of economy, and several newspapers have pointed editorially to the possibility of withdrawing state support from some of the secondary colleges in the state.

"Why should the state be required, by some possibly obsolete law, to tax John Citizen for the upkeep of some thirty or forty secondary colleges throughout the state any more than it should be required to keep up Junior Colleges, located in many of the cities of the state?" asks the *Mangum Star*.

The editorial points out that the taxpayers of the state are paying the general expenses and care of Cameron College of Lawton, while the City of Altus is paying the freight on its own junior college.

"Put the expenses of these secondary colleges on the cities and counties in which they are located, for they are the cities and counties that benefit almost entirely from them," the *Star* advises. Let them be supported by taxes only on the cities and counties that get the benefits, or by endowments as most of the church schools of the state are supported.

"With this change in the state school system, it would permit the state to provide the needed improvements in the University of Oklahoma, Oklahoma A. and M., about four good state teachers colleges, and schools for the blind, the deaf and dumb.

"Yes, these secondary colleges are really luxuries for the cities and counties in which they are located, and if they are worth having they are worth paying for, but not with the tax money of John Citizen from other cities and counties of the state."

What does the University of Oklahoma Association expect of its members?

Surprisingly enough, that is a question that is not answered very often. Alumni Secretary Ted Beaird has outlined the answer quite clearly in a recent letter to a new Life Member of the association:

"I have this particular feeling about 'jiners' to the Association of which I happen to be Executive Secretary—if, in securing these men and women into the Association, we can make them honestly believe that we are much more interested in their counsel and advice relative to the development of the institution in which we are all interested, than we are in the

few extra dollars that it brings into our treasury, then our program is basically sound.

"I want to especially urge that you give me your point of view from time to time as to how the University may be made better to serve its constituency. I assure you constructive advice and constructive criticisms are always welcomed and given careful thought on the part of your Executive Secretary and the Executive Board, composed of men and women representing a cross section of Oklahoma life of the highest type. You know, and I know, that no program is effective unless it is a co-operative program, and the sense of the word 'co-operative' that we try to emphasize is to make the University better in every way in the serving of its people.

"As a young man going into professional life of Oklahoma after completing work for your degree, you can be of untold service to us, as can hundreds and hundreds of others, by giving five minutes of your time each week in summarizing the various reactions and suggestions of the Oklahoma public as to what the University *is* or *is not* doing to serve the educational needs of the citizenship.

"That's the kind of Life Member I hope you make. Personally, I shall never be satisfied until we have one thousand Life Members of this type actively participating on the firing line at all times, helping your hired hands down here who happen to be making a living as a clearing house in making Oklahoma a better place in which to live."

Readers will find a purchasing questionnaire printed near the back of this issue of the Magazine. National advertisers are interested in knowing how many persons read the ads in the magazine, and so the editors would like for a large number of readers to fill out the questionnaire and mail it. It requires no postage, as proper folding of the questionnaire makes it into a business reply envelope. It does not put you under any obligation, and might help considerably in getting more national advertising, which in turn would make it possible for us to improve the Magazine.

The editors are puzzled. Not that this is anything unusual, but this time there is little to guide us in making a decision.

Do our readers prefer having the pages of the Magazine numbered by the year, so that the pages will run consecutively through a whole volume when bound at the end of the year?

Or do the majority prefer that the pages be numbered for each issue separately? We would be interested in knowing how many alumni save their copies of the

Magazine and have them bound at the end of the year, for they are the ones who would be chiefly affected if the Magazine should adopt a system of numbering each issue separately next year.

There seems to be no standard practice among alumni magazines, as some do it one way and some the other.

A brief note from readers indicating which system is preferred would be helpful to the editors.

Next Month:

The May issue of the Magazine will be the Reunion number and will be devoted largely to plans for the 25-year Commencement reunion of the Class of 1912, as well as plans for the 20-year and 30-year class reunions.

A young woman writes the alumni office with this postscript: "When I have time, I am going to write and 'burn you up' for addressing me as MR. for seven years. To think I spent FOUR years at your school and you don't even know my sex!"

The present alumni staff has apologized for the seven-year insult and to prevent further danger of being "burned up," requests that any other persons incorrectly addressed send us a note at once pointing out the error. —R. C.

Campus Calendar

April 1-3—Short course in news photography, sponsored by School of Journalism.

April 2—Pi Kappa Alpha dance, University club.

April 3—Sigma Chi dance; Delta Tau Delta dance.

April 6-7—Opera, "Lakme," University auditorium.

April 9—Phi Delta Theta dance, University club.

April 10—Phi Kappa Psi dance, University club; Phi Beta Delta dance, Union.

April 12—Senior recital, Charles Leonhard, pianist.

April 13—Senior recital, Aileen Simms, piano or organ.

April 15—Artist Series, Charles Wakefield Cadman, pianist and composer, and Clyde Neibarger, vocalist.

April 16—Delta Upsilon dance, University club.

April 17—Sigma Alpha Epsilon dance; Kappa Sigma dance, University club.

April 18—WNAD Symphony Orchestra's annual home concert.

April 20-22—Annual Southwestern Gas Measurement Short Course, at College of Engineering.

April 23—Alpha Sigma Phi dance.

April 23-24—Playhouse production—Oklahoma prize play, yet to be selected.

April 24—Phi Gamma Delta dance, at house.

April 25—Faculty recital, Wilda Griffin, vocalist.

April 29-May 1—Annual Oklahoma Inter-scholastic Meet.

May 7—Sigma Nu dance, University club; Phi Delta Theta dance.

May 8—Annual spring dance recital, Helen Gregory; Sigma Chi dance; Theta Kappa Phi dance.

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