

# This month

**P**ICTURES are becoming more and more important in newspapers and magazines. A new magazine based on the idea of presenting "articles" mostly by pictures has been the sensation of the publishing business.

*The Sooner Magazine*, although it has a limited budget for engraving work, is eager to publish as many good pictures as possible, and we herewith invite alumni to send in photographs of their babies, shots of themselves busy at their professions or hobbies, and other pictures that might be of interest to other Sooner alumni. Remember that the best picture is one that tells a story in itself—something more than just a scene or a view. A picture that shows someone *doing* something is the kind that gets into print.

Of course we can't guarantee to print every picture that is sent in, but we hope you send us a whole flood of them to illustrate your interesting activities.

Modern college students are plenty quick on the uptake. An O. U. professor the other day ran onto a student who had been absent from class that morning.

"Didn't you miss my class this morning?" the professor asked.

Without the slightest hesitation, the answer came back: "Not in the least!"

We decided to listen to the Varsity Show broadcast over the radio at home rather than watching it in the University auditorium. (The fact that the ticket supply was exhausted had something to do with the decision.)

When the smooth voice of John Held, Jr., started sketching the history of this pioneer prairie institution and the weird sound of the Indian students' war dance eased into the background and then took over the microphone—we had an honest-to-goodness thrill and bet that a great many other Sooners had one too.

O. U. has both color and talent, and the two ingredients were well blended in the broadcast. The musical numbers particularly, from the popular numbers by the Ramblers dance orchestra to the smooth tones of the Glee Club, Women's Quartet and the University Band were of truly professional caliber and compared well with regular programs on the networks.

The class of 1937 goes out this spring with fairly bright prospects before it.

Investors Syndicate, of Minneapolis, concluded after a survey that employment prospects of this year's college graduating classes are only a little less favorable than those of the 1929 graduates, and substantially better than the June, 1936 classes experienced.

Engineering jobs apparently offer the best opportunity, with business administration a close second.

Scholarship, personality, campus activity and popularity, character, leadership and general ability, in the order named, were most frequently given as qualifications being sought by prospective employers.

Herbert Scott, associate director of the Extension Division, expected that the new sound film library established by the Division would be quite popular, but he didn't expect world-wide recognition within a few weeks.

Within sixty days after the new films were added, he received an inquiry about them from the Army and Navy Y. M. C. A. headquarters in Shanghai!

# 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;  
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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.