

This month

The Cover

The O. U. Band spells out "Iowa State" in Memorial Stadium. The picture was made by Harold Tacker two years ago when Iowa State last invaded Soonerland. The Cyclones are Oklahoma's Homecoming foe this year.

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Several additions to the *Sooner Magazine* staff have been made this Fall.

Stewart Harral, '35ma, whose after-dinner wit is well known in all parts of Oklahoma, is author of a humor page, "Life Around the Oval," which will appear as often as he can be persuaded to take a little time from his duties as journalism faculty member, director of the University news service, and associate editor of the national magazine of the American College Publicity Association.

Bill Brinkley, senior student from Oklahoma City and editor of the *Oklahoma Daily*, has consented to write the Campus Review department of the magazine beginning with the November issue. He is a capable writer and is in a position to give the campus news developments from the student viewpoint.

Harold Tacker, art student and chief University photographer, has joined the *Sooner Magazine* staff as art and picture editor.

Other staff associates who continue this year are: Ted Beard, "Riding the Sooner Range"; Harold Keith, sports; S. R. Hadsell, Faculty Page, and Frances Hunt, articles.



Do you know Jack Smith? That sounds like an innocent question, but when the magazine staff started checking the records to identify the Jack Smith mentioned in a newspaper clipping, the plot thickened. The file of former students in the Registry Office lists exactly eleven different persons with that name. To make it worse, none of the eleven came from the town where the news item originated!

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Jump In—The Water's Fine!

The executive secretary of your alumni association was disappointed not long ago to have an alumnus say something like this: "Say—why do you birds operate the alumni office like a closed corporation... I'd like to do something for the University but I've never been asked."

That's the kind of thing that makes an alumni association worker grind his teeth to keep from boiling over. Not that he blames the individual alumnus particularly for feeling that way, but because it is so wrong and because this erroneous impression is so hard to correct.

The University of Oklahoma has granted more than twenty thousand degrees. Its graduates are scattered into practically every state of the union and many foreign countries. There are approximately 55,000 former students who did not receive degrees (nobody has time to count them accurately), and these are even harder to keep up with.

Obviously an alumni office staff consisting of only two regular employes (one executive secretary and one magazine editor), cannot make personal calls on more than seventy thousand Sooners and urge them individually to take part in the work of the organized alumni.

Even to send a form letter by third class mail to the active list alone (those who received degrees and whose addresses are kept up-to-date on the addressograph system) would cost approximately \$175 for postage plus the cost of envelopes and the form letter.

The only practical means of reaching this large list is through the Alumni News Issue of the University of Oklahoma Bulletin, a small news publication sent four times a year to everyone on the active list.

Every issue of this bulletin carries an invitation for the alumnus receiving it to join the University of Oklahoma Association.

When the annual election of members to the Executive Board of the alumni association was held last spring, the official ballot was printed in this bulletin and sent to everyone on the active list. Thus every graduate (except a very few who are so elusive we can't even get their addresses), received a ballot and had an opportunity to help elect members of the association's governing board. The ballot carried specific notice to the effect that non-members were invited to join the association and to cast ballots in the election.

The association's membership has increased steadily in recent years. The services performed for alumni have been expanded. But by the very nature of an alumni association, its success depends upon widespread support from a large proportion of the graduates. No one clique, no one political group, no one professional class, no one geographical unit—can make the alumni program a success.

It takes all kinds of alumni to make the association go. Everyone is invited. The water's fine—so jump right in!