

This month

The Cover

Entrance arches at the front of the Fieldhouse.

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The author of *First Lady* in this issue of *Sooner Magazine* is a new contributor. Hazel Fowler, '27, is now a reporter and feature writer on the *Oklahoma City Times*. She formerly was on the staff of the *Norman Transcript* and for a time after leaving the University taught journalism in Chickasha High School.



Peggy Clay's name appears over the Roll Call department this month for the first time, but she has been writing most of the class news items for the magazine for the last two years. She is a student in the School of Journalism and her home is in Hobart.



Because the University's budget situation was changing so rapidly from day to day about the time this issue of *Sooner Magazine* went to press, we were unable to give a very comprehensive or up-to-date picture of it.

As a newspaper city editor, this writer spent many years trying to keep the news in the columns of his paper right up to the minute until about fifteen minutes before press time. The requirements of having to send a magazine to press two weeks before publication date, no matter how hot the news developments may be, is enough to call for much tearing of hair.

However, if we can't describe the day to day developments as they occur, we will try to give alumni a clear and comprehensive picture of what has happened after the shouting and the tumult die.



Last month *Sooner Magazine* tried sending out copies to subscribers with the addresses printed directly on the magazines, rather than placing the magazines in individual envelopes for mailing.

Object: economy. The cost of an individual envelope for each magazine, plus the extra work of putting the magazines in the envelopes, has been running into a considerable item. Other publications have found it satisfactory to eliminate the envelope or wrapper, so we mailed out one issue that way as an experiment.

To date, not a single complaint has reached the editor. We therefore assume that most copies of the magazine reached subscribers in reasonably good condition. If your experience was otherwise, please let us know.—R. C.

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No Bed of Roses

Imagine a large business firm doing a statewide business in Oklahoma, dealing in a commodity that directly or indirectly affects every individual in the State. Suppose the company pays the head of the firm \$9,000 a year—not a bad salary—but in return for it expects the following services:

To act as a field representative, keeping personally in touch with the firm's customers all over the State, in every county. To be on hand in the home office all the time to greet important customers or groups that might drop in there.

To attempt to build up a powerful lobby among members of the State Legislature in order to secure friendly legislation. To avoid the slightest suspicion that the firm ever pays any attention to politics.

To conduct the firm on an efficient, business-like basis. To do it with only a skeleton staff of administrative workers.

To build up the personnel of the productive part of the firm by securing outstanding men from all parts of the country. To try to keep these men while paying lower salaries than other similar firms, and rarely granting promotion.

To turn out a product that is strictly up to date. To do it with out-of-date equipment and a factory crowded to the point of inefficiency.

To follow closely any suggestions put forth by the financial backers of the firm, regardless of how inadequately informed they may be about the technique of this particular business. To be held responsible, nevertheless, for the products turned out.

To accept any kind of raw material that is offered for processing. To take the blame for any inferior products that result.

The business firm described here is, of course, the State University. The problems outlined are a few of the dilemmas faced by a university president. He is up against problems that would make a \$20,000 a year business executive tear his hair and throw up his hands in despair.

The job is, to say the least, no bed of roses.



Critics and Criticism

A state university, by its very nature, is continually subject to criticism by the general public of the state. Like a public official, it receives its financial support from the public and therefore can hardly take exception when criticism comes from the public.

Faculty members, usually authorities in their special fields and possessing a background of technical knowledge of teaching methods, have an easily understandable impulse to resent criticism by persons who are not well informed on the work the University is trying to do.

But in the long run, the interests of the University are probably served best by calmly and frequently pointing to the true facts, rather than taking sharp issue with illogical or petty criticisms. Truth prevails in the end.