

This Month

The Cover

Four University co-eds, walking through a campus entrance arch at Brooks and Elm Streets, introduce *Sooner Magazine* readers to 1940. The idea was Harold Tacker's, and he selected the four girls from a casual group in the Union Building to show the kind of clothes girls wear to classes. Note the popularity of socks (much cheaper than silk hose), and skirts and sweaters (practical, inexpensive). The girls are, left to right, Joy Turner, Patsy Lee Ivey, Mary Jo Aldridge and Josephine Law. The building in the background is the University Library.

Articles

Phys. Ed. Majors	7
Analyzing the State Deficit	8
Sooner Engineers on the Dam Project, by Sigfrid Floren	10

Regular Features

In the Mail	2
Association Progress	3
Campus Review, by Bill Brinkley	4
Faculty Page, by Dr. S. Roy Hadsell	6
Sports Review, by Harold Keith	12
Sooners at Home and Abroad	14
Life Around the Oval, by Stewart Herral	16
Roll Call, edited by Peggy Clay	18
Oklahoma Books and Writers	30
Riding the Sooner Range, by Ted Beaird	32



● In "Analyzing the State Deficit," we present the second in the series of articles about the state's financial difficulties, particularly as they apply to the institutions of higher education. The first article has attracted considerable attention, including some comment from members of the last legislature. All such comment is welcome, regardless of whether it agrees with points made in the articles, or presents some other viewpoint. An effort will be made to present at least a summary of every different opinion advanced from any responsible source. One alumnus of experience in politics believes that perhaps an earmarked tax levy for higher education is the most practical solution of the University's problem, even though not ideal in principle. More about his views will be printed in a forthcoming issue.

● Next month we will present two articles of unusual significance. The authors are Dr. Oliver E. Benson, assistant professor of government and author of *Through the Diplomatic Looking-Glass*, and Jerome Dowd, veteran professor of sociology and author of numerous books. Dr. Benson analyzes clearly the causes of World War II; Mr. Dowd outlines the post-war course that the world must seek if it expects to abolish war.

Vol. XII January, 1940 No. 5
ROSCOE CATE, '26, Editor-Manager

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THE SOONER MAGAZINE is published the fifth day of each month by the University of Oklahoma Association, Union Building, Norman, Okla. Entered as second class matter October 13, 1928, at the post office at Norman, Oklahoma, under the Act of Congress of March 3, 1879.

Subscription price \$3.00 per year, of which \$2.00 is for the Magazine and \$1.00 for Alumni Dues. Foreign, \$4.00. Life subscription \$60, of which \$40 is for the Magazine. Single copies 25 cents. Opinions expressed are those of the editor and do not necessarily represent official action of the Alumni Executive Board. Member of the American Alumni Council. National Advertising Representatives: The Graduate Group, Inc., 30 Rockefeller Plaza, New York City.

The SOONER MAGAZINE

Do You Seek Opportunity?

THE phone rang in the Alumni Office. Kansas City calling, long distance.

"We have an opening in a responsible position for a man with special training," said the voice of an official of a large oil company. "We are interested in a certain graduate of your school as a possibility for this place, but we want more definite information about his background before we contact him directly. Will you please supply us a biographical sketch on this man from your office files? And send it this afternoon, airmail special delivery."

Needless to say, Alumni Secretary Ted Beaird promised to supply the desired information.

But when he searched the Alumni Office files, he was dismayed to find that this particular alumnus had never responded to any of the numerous requests extended to all O.U. graduates to send in their biographical sketches.

Except for the fact that it was possible to reach this particular alumnus by phone and get him to fill out a biographical blank form immediately, he might have entirely missed a chance at a new position with a substantial increase in salary.

This true story is related here to impress alumni—even those who think they are doing fairly well in their present positions or professions—with the importance of having complete information about themselves on file in the Alumni Office.

The number of positions that are filled through the Alumni Office, aside from the Teacher Placement Bureau, is not a great number numerically. But nearly every place filled is a responsible one that is an important step upward for the alumnus who gets the place.

Of course the information is wanted for other reasons also: to supply background material for newspapers when the name of an alumnus appears in the news; to use for background material in articles for *Sooner Magazine* and other publications at the University; to use in radio broadcasts when the alumnus is mentioned for any reason; and to answer countless miscellaneous questions that come to the Alumni Office.

But most important, perhaps, in this day when real opportunities are comparatively limited, is the need for having complete information on file so that if the Alumni Office has a chance to suggest a man for some good opportunity requiring a trained, qualified college graduate, the necessary information can be quickly supplied the prospective employer.

This is a "bread and butter" proposition. Blank forms to be filled out can be obtained by writing to the alumni secretary.