

SOONER MAGAZINE

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ROSCOE CATE, '26, Editor-Manager

EDITH WALKER, *Managing Editor* ELAINE LARECY, *Assistant Editor* TED BEAIRD, *Riding the Range* HAROLD KEITH, *Sooner Sports*

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Good Business

The kind of program which the University of Oklahoma Board of Regents has proposed for the next biennium is one that should appeal to so-called "hard-headed business men" of Oklahoma in spite of the fact that it calls for increased state appropriations.

The practical business man is always willing to invest a little more money in an enterprise if he can see that it is going to increase the rate of production more than the increased cost.

Regents of the University have proposed that they be permitted to spend approximately 20 percent more each year of the next biennium than is being spent for the present year, and produce *50 percent more education*. The proposal for changing to year-around operation with three full semesters is designed to give every student 50 percent more progress toward a degree each year than under the old two-semester system.

Obviously, it will cost the state less per student to complete a regular four-year course for him in two years and eight months, under the three-semester plan, than to keep him in school for four years under the two-semester plan.

Institutions of higher education are not factories, but their products are highly important to the State of Oklahoma and it might be wise to consider the appropriations given these institutions in the light of a financial investment for the state, and to invest funds wisely on a business-like basis.

Opportunities for Girls

Everyone realizes that the war has created a vast number of new employment opportunities for women. Millions of women are working in industries and in business establishments in jobs which formerly were considered the exclusive domain of men.

Somewhat less obvious is the fact that after the war there will be many opportunities for women—and the further fact that the opportunities will be quite different from the present war demands.

The present huge demand for women to do semi-skilled work in industries will carry over somewhat into the after-war period, but with the slowing down of war industries and the shifting of millions of soldiers from army to civilian life, it seems certain that there will be less demand for women in these particular jobs.

The great opportunities for women will be in the professions and the specialized fields that require years of college and university training. The gaps left in these fields because of the war's effects on college education will not be easily or quickly filled by the men returning from the Army and Navy.

Girls who now attend college and prepare themselves to become lawyers, and doctors and engineers and scientists and business administrators are sure to find wonderful opportunities awaiting them in future years. And they need not feel unpatriotic in looking so far ahead, because this state and this nation are going to be badly in need of all the professionally trained leadership it can possibly get immediately after the war.

The Cover

The much-photographed Union Tower in a montage frame of envelopes representing a few of the letters from Sooner servicemen received daily at the Alumni Office.

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