

SOONER MAGAZINE

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Clearing the Desk

AS WE write this final instalment of *Clearing the Desk* before moving over to the Ad building for a new job July 1, it seems appropriate to glance back over eight years as editor of this magazine. The number of magazine improvements contemplated but never achieved, the number of good news articles planned but never written, the circulation campaigns conceived but never developed—is truly appalling. And the knowledge of the things undone tempers our pride in the items of success on the other side of the ledger.

SOONER MAGAZINE is one of the very few alumni publications—perhaps now the only one—published every month in the year. It is close to the top nationally in number of pages published per year. It has won a number of national awards from the American Alumni Council. And best of all, it has had sufficient reader interest that circulation has increased steadily year after year, which is the final test of a magazine's success.

THE AWARDS for professional technique and the various signs of material success achieved by the magazine have all been gratefully received, but the deepest satisfaction for the editor has come through the steady stream of letters from Sooners in the Armed Forces, particularly those stationed in combat areas or in far-off outposts overseas. The enduring interest these men have shown in the news of the University and their Sooner friends, as brought to them through *Sooner Magazine* and other alumni office publications, has made all members of the office staff feel that they were performing a real and worth while service to O. U.'s fighting men.

DURING THE last eight years we have come to know many O. U. alumni personally, and to know many more through correspondence. It has been a lot of fun. We have heard many of the older alumni reminisce about the good old days of '05 and '10 and '15 and have heard young alumni reminisce about events of five years ago. We have heard about the theft of the '06 rock, and the early-day literary societies, the old board walk, the exploits of D.D.M.C., the burning of two Administration buildings, the student-arranged explosion that nearly wrecked Science Hall—and so on far into the night. We have become acquainted with many alumni who will answer any call, day or night, when their services are needed in behalf of the University—men who have spent their own time and money in quiet and unapplauded efforts to bring the University safely through some political or financial crisis. It has been an inspiration to know such men.

WE HAVE HAD the pleasure of meeting with alumni groups in most parts of Oklahoma during the last eight years, and with groups in Kansas, Texas, in St. Louis, Chicago, and Washington, D. C. Everywhere there is continued interest in what's happening at Norman, in the welfare of the University of Oklahoma. Some alumni want to know about the football prospects; some ask about the president of the University and how he's getting along; some ask about the radio station, or the Union Cafeteria, or the Extension Division, or the Press, or the *Oklahoma Daily*, or some other specialized activity with which they were associated on the campus; many others ask about certain faculty members they knew and liked.

ALL IN ALL, it's been a great eight years. Thanks to all you readers who have made it possible!

The Cover

Gov. Robert S. Kerr, '16, will deliver the keynote address at the national Democratic convention this month in Chicago. Photo by Richard Meek.

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