

This issue of *Sooner Magazine* is a noble experiment. Since I have had little to do with the planning, I can safely use that adjective.

Seven seniors, all top students at the University, have worked for two months pre-

paring a magazine which reflects a student at the University of Oklahoma in as many different aspects as possible. It would not be too trite to say that the Editorial Board made a serious attempt to give readers a three-dimensional view of the O.U. Student of 1953.

Under Cover

By DAVID BURR, '52ba

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The normal picturization of the physical facilities that the student uses, the campus routine, the over-emphasis on social activities were by-passed in an attempt to do three things: 1) Show how a student thinks and what about, 2) Show how he may think in the future, and 3) How he appears to other people.

This was the heart of the matter and the Editorial Board has been amazingly successful in its purpose.

To indicate how a student thinks and what about, the Editors have compiled a student perspective story; quotes on "What the College Student expects from Society;" Bill Savage's excellent treatment of "Are Coeds Really Necessary," with terse marginal notes by Ann Bailey.

To demonstrate what line of approach a student's thinking should take on the morrow, the Editors present Supreme Court Justice William O. Douglas' "What Society Can Expect from the College Graduate."

How a student appears to others is represented in Dean Glenn C. Couch's wry and informative article, in the student perspective article, and in Dick Smith's satire on both students and alumni.

The seniors who comprised the Editorial Board were Dorothy Young, Oklahoma City, Charlene Caldwell, Norman, George Odom, Ryan, Tom Abbott, Jr., Muskogee, Jim Work, Oklahoma City, Dick Patten, Norman, and Bill Spohrer, Drummond. Selected by President George L. Cross, the seven completely justified their top student rankings and the President's faith. I think as you read the magazine you will realize that their work was responsible without being dull.

On their behalf, I would like to say,

"Thanks," for the work the authors presented for publication. Justice Douglas, for example, is a noted author whose thoughts are in demand by every leading journal in the country. That he took time to prepare his article for us is a tribute to his

brand of citizenship and friendliness. The same co-operation was noted from every side. Consider, also, the special cover. Assistant Professor Eugene Bavinger's advanced art class was assigned the project and the results can be judged from the cover and the samples carried elsewhere in the magazine.

For alumni readers' benefit, let me state the purpose of this special publication. It is intended to be a magazine designed for and by students. The notable exception to the rule: Roll Call. I believed when the idea for a student publication was presented to me that it was a sound one. I am even more convinced now. Two thousand copies of this issue will be distributed to seniors free of charge.

Once in a great while, I am overcome with pride and immodesty. However unbecoming immodesty is to some people, I wear it with such aplomb when occasion demands that some folk swear I was born with it.

However, such is not the case. Normally I have as much reason to be modest as any man. Just now I have an excuse to be otherwise and I am taking full advantage of it.

The March-April issue of the *American Alumni Council News*, the trade journal of the American Alumni Council, carried material that was of great interest to me and should be to every member of the Alumni Association and to students of the University.

In an article entitled, "Random Notes on the Big Seven," AAC director for magazines, William Bentinck-Smith, Harvard, commented on the various alumni publications of the Big Seven Conference. In the doing, he gave us, from a professional point of view, much encouragement in the job we are trying to do. Without discussing use of pictures, white space, etc., I think you might be interested in the following remarks from his report.

He wrote: "To rank these publications (Big Seven magazines) according to a personal impression of their merit would be a foolhardy gesture. I shall content myself with the simple comment that I think *The Sooner Magazine* of the University of Oklahoma shows the most elements of all-around strength. . . ." Balm for any editor's soul.

Near the conclusion of the piece he repaid the staff's efforts to publish a "good" magazine with the highest tribute. It was not directed to the staff but it lends real purpose and meaning to the job we have tried to do.

Bentinck-Smith wrote: "To have a publication like *The Sooner Magazine* setting the pace for the Big Seven is a tribute to Oklahoma's recognition that a college is an intellectually stimulating place and alumni do not need to be treated as dullards. . ." The noblest Roman of them all.

I have more personal reasons for thanking William Bentinck-Smith for his kind comments. He gave some excellent suggestions for improving the quality of *The Sooner*. He also made several highly complimentary references to the editor which my lack of immodesty will not permit me to pass along. (I have had to bank the fires. They were just about to flare up again.)

While I am in a distinctly jovial mood, I want to take advantage of it to give the lowest bow, that my physical defects will allow, to a young man who has worked for you and for me.

Bill Goodner, '52ba, has been my assistant for a year and a half and they don't come any finer. It has been my good fortune through nearly five years of editing to have with the publication the finest student talent available. Bill has fitted the pattern perfectly.

A journalism senior when he first became associated with the magazine, Bill has continued as a graduate student in professional writing. His articles and features have enhanced the value of the publication through 15 issues. He is from Miami and another in the line of journalists Northeastern A&M College has sent to O.U. (and to the *Sooner Magazine*). Jess Heck, '48journ, editor in 1947, Helen O'Dell Wilson, '52journ, Roll Call editor in 1951, John Wagoner, '51journ, assistant editor in 1951-52, and I all attended the Miami school.

I will miss him when he leaves in June with a probable service destination. He has the talent for telling a story well—a talent not easily duplicated. I hope you have appreciated his work as much as I have.