

Parade of Opportunities

The President of the Alumni Association sees a bright future for the 1955 seniors. He urges them to consider the opportunities that Oklahoma and the Southwest afford.

By T. HOWARD McCASLAND, '16ba

T. Howard McCasland, '16ba, Duncan, president of the O.U. Alumni Association, was initiated as an honorary member of Beta Gamma Sigma, honorary scholastic business fraternity, April 23. He also served as one of the principal speakers.

Aiming his remarks at the graduating senior, McCasland reviewed the past opportunities of industry, spoke of the present facing the graduating senior in business and took a look at the future.

. . . Consider the field of Nuclear Energy. This may be the greatest scientific triumph of them all. Whether it will result in a great blessing to mankind or result in appalling disaster, only time will tell. The velocity of invention is traveling at such a startling rate, that the knowledge and methods of yesterday are out of date today. Whether this source of energy will be available for specific use tomorrow or twenty years from now, we do not know. We do know, however, that one of these days, science will harness it for every day use. When that day comes, it will transform our entire lives.

As in the case of all revolutionary inventions, some few individuals will make new fortunes in the new industry, while still others in the group that are replaced will lose a large part of their capital.

A century ago, many of the wise investors had put their money in canals and barges springing up all over the country, but they didn't reckon with the steam locomotive which wiped out a good part of their investment in a few short years. The gas mantle became obsolete almost over night by the appearance of the electric light bulb, just as the bicycle and the horse and buggy gave way to the automobile.

. . . I can recall when it was thought that coal would remain king forever. But coal gave way to oil, and coal burning locomotives and ships are now practically museum pieces, and all but the highest quality and cheaply operated coal mines are bankrupt and abandoned.

Oil is now king, but for how long, nobody knows. When you consider that one pound of uranium is equal to 1,300 tons

of coal in energy value, and gives as much power as 270,000 gallons of gasoline, and coupled with the fact that with present known methods, the atomic energy reserves are 15 times greater than all the coal and oil reserves put together, we wonder if any industry is truly depression proof.

I have given you this peek at the past, the present and the possible future to show you the new and different opportunities that parade by us every day.

Regardless of whether coal, oil, or nuclear energy is king, the one thing that doesn't change is people. They must eat and sleep. They must be housed and clothed. There will be as always a few leaders and a lot of followers. In this great country of ours, each person is more or less master of his own destiny. When I say a leader, I do not necessarily mean in a political or economic way.

I mean to live and contribute to mankind and your community so that when you pass on, your neighbors will feel that they have lost something, and that the world and your community is a better place too on account of you. This leadership must come from college men and women such as you.

It is very possible that you students here in this room will see more progress and experience more changes within your lifetime than has happened from the beginning of eternity to the present time. In the new era of living which is ahead of us, our prosperity and well being is almost sure to depend on industry and industrial payrolls. Agriculture and natural resources, although very necessary, will be secondary in providing new jobs for our increasing population.

Students getting out of school from 1950 to 1960 are very fortunate, indeed. Good job opportunities are less competitive than ever before. Population is increasing at such a rate that a city the size of Detroit could be formed every year. You should be settled in your work, with experience necessary for taking on top leadership when the big child crop beginning in 1940 reaches maturity and begin forming their own family units.

Some of you no doubt have business opportunities already provided by your family. Others will be looking for jobs or business connections. You seniors must make decision which may effect your entire business lives. You likely will decide if you will take a job which primarily promises security, or one in which you will more or less make your own future. What is best, of course, depends on each individual. In any event, just remember that there is no such thing as a free lunch. You are going to get out of your life and your job just what you put into it. My personal thinking is that, with your training and at your age, the security angle means very little. If you are as good as I think you are, security will take care of itself.

Present trends would indicate that you students are particularly lucky. You have had the best training available in the United States. You are living in the spot that will likely get the greatest industrial growth, and the place where the good job opportunities will be available. I am talking about the great Southwest and particularly Oklahoma.

Oklahoma is near the geographical center of the United States. Located within a five hundred mile radius of Oklahoma are 38 million people with income payments of more than 54 billion dollars. In this same area are more than 443,000 retail establishments; 38,000 manufacturers; and 142,000 service establishments.

More than 80% of all oil and gas reserves, and in dollar value, more than half the natural resources reserves in the total United States are found in this magic area.

While Oklahoma is one of the youngest states in the nation, we have developed our resources; built up our institutions; and promoted our interest to such an extent that new opportunities for the future are second to none. Although our industrial growth during the past 15 years has been at a rate of more than 300% greater than the New England states, and more than 200% greater than the Middle Atlantic states, it should be accelerated by the continued dispersion of industries vital to

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national defense, a great part of which is moving to the Southwest.

Just how much of this new industry will land within the confines of Oklahoma, will depend on men and women such as you and I, and just how well we can sell Oklahoma to Oklahomans—and especially to our own children.

I am particularly interested in Oklahoma. I was born, and have always lived at Duncan. I was the first Duncan boy to attend and graduate from Oklahoma Uni-

versity. I have seen Oklahoma develop from the wild Indian Territory days to its present high standard of culture. I have seen our University grow from about 500 to its present size. My daughter is a graduate of this University and my son is a senior here now. My business is in Oklahoma. My friends are here. My roots are deep in Oklahoma.

I wish all top students in the whole University could stay in Oklahoma. With our location, our resources, and opportunities, and our state manned with personnel such as you, we would be unbeatable. To have this come to pass would be the fulfillment of my fondest dream.

Careers for Women . . .

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The argument never was settled because some of the debaters had dates and left.

But most of the die-hard male law students are against ladies' donning the barrister's wig simply because they hate the thought of any kind of competition. They are against legal careers for women, men, boys, babes-in-arms and talking parrots. "The field is overcrowded! Tighten the standards!" they cry. "Don't let anybody in but *ME!*"

Outside the Law School, the general run of opinions roundabout seems to be against careers for women. Especially the opinions of career women. However, a lot of men say that a career woman is fine with them if 1) she makes a lot of money, and 2) she spends it on men.

I hope this article has cleared up all the questions in your mind about careers for women. But if it doesn't, I'd like to leave one thought with you. Let's face it. The ladies are here with us in careers. And they are here to stay. If you can't fight 'em, join 'em. Shall we join the ladies?

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