THE editor is pleased to announce that Mr George Milburn, ex '30, became a contributing editor of The Sooner Magazine with this issue. This announcement is especially pleasing, since Mr Milburn wrote for this magazine during the first year of its existence. Mr Milburn is the author of Oklahoma Town, The Hobo's Hornbook, and writes for Vanity Fair, The American Mercury, Scribner's, The New Yorker, etc.

The fourth year of publication of any magazine indicates that the project is no longer an experiment. This is the way I feel about The Sooner Magazine. I have questioned various alumni about their reading habits in relation to the magazine, to determine if possible whether it is the type of magazine they want. I find some who rarely read it; others who read only the sports articles; others who read only about alumni and the general articles. Some, to my surprise, are "cover to cover" readers. Generally speaking, there are only two suggestions as to contents; one group insists on more sports; the other insists on less sports and more thoughtful articles.

As I see it, the editor of an alumni magazine has one of the most responsible tasks possible, since he is serving presumably one of the most intelligent and discriminating classes of readers any magazine can have. His readers are college trained men and women. They are presumed to have intelligence. They are supposed to be interested fundamentally in those things which make our nation a better one.

Yet it is a striking fact that there are two distinct schools among alumni magazine editors and managers. One, to state the fact baldly, regards the alumni group as essentially moronic and publishes accordingly. The other group, increasing in size fortunately by year, regards the function of the alumni magazine as one of intellectual service.

The alumni magazine, as I see it, should combine the functions of a good "house organ" with those of a thought-provoking quarterly. The editor must realize that some of his readers are interested fundamentally in sports to the exclusion of every other interest. He must remember that there are many other readers who are interested in intellectual pursuits. He must al-

ways be on guard that his magazine truly represents the goal of his own university.

The alumni magazine should be a reliable index to the quality and goal of any university. The alumni are the "products" of the university. They reveal whether money the state spends on education has been spent wisely or wasted. So primarily, any alumni magazine which has any function should from month to month portray faithfully the tradition and spirit of the university whose alumni it serves. Consequently, it is insulting any university worthy of the name to limit the functions of an alumni magazine say to sports only. Sports are an interesting and important part of any normal university. They are but one of the factors that make a university. The alumni editor must remember this. He must not forget sports but he must not forget also that his university is an intellectual world.

The "house organ" division, if we may call it that, of the magazine should keep the alumni abreast with current happenings of sports, of the university, of its faculty and its students. Any signal advance made by that university which in turn increases the intrinsic value of the alumni's education should be given its proper proportion. The monthly visit of the alumni magazine should bring back to the former student if only for a few minutes, the pleased feeling of the university re-visited.

The "quarterly" aspect of the magazine should reveal whether education of alumni began or stopped with the conferring of their degrees. Intelligent discussions, thought-provoking articles have their place in any alumni magazine, because alumni should be interested in social progress.

College trained men and women should be the filters through which society progresses sanely and wisely. The alumni magazine those men and women read should reflect that social obligation. Any alumni magazine, it seems to me, that misses its social implications is like a limb without a tree.

These have been the goals I have sought in the editing of this magazine. As each volume closes I hope that it will represent a true index fifty years hence of what the University of Oklahoma meant to the state and to society during that year. If it does, I think the magazine has fulfilled its purpose.

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The Sooner Magazine

OKLAHOMA ALUMNI NEWS

EDITOR
JOSEPH BRANDY, '21 journ.
M. G. SINCLAIR, '32 law
CONTRIBUTING EDITORS
BETTY KIRK, '29
JOHN JOSEPH M. MATTHEWS, '20
DOROTHY KIRK, '23
WINIFRED JOHNSTON, '24

BUSINESS MANAGER
GEORGE MILBURN, '30

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"Changing Attitudes toward Learning" is President Bizzell's annual convention address delivered in the fieldhouse September 22.

Dr. Arthur B. Adams is dean of the college of business administration of the university and is one of the best known authorities on business cycles. "Toward Recovery" is an address he delivered August 6 at a luncheon given in his honor by the Lord Mayor of Newcastle-on-Tyne, England.

Joseph A. Kornfeld, '30 eng., of Tulsa, after a combined course in engineering and journalism at the university, has written for various technical journals. He was special correspondent of the Oil and Gas Journal in the East Texas field.

A page feature by Mr Kornfeld telling the story of the unusual development of the field appeared in the NEA service features in many American newspapers September 13.