three alumni representatives, nominated by the alumni executive board (themselves elected by the alumni at large), two active students, nominated by the student council, and eight faculty members compose the athletic council. All of these members are required to be approved by the university president.

Alumni interference has almost wrecked athletic control at some schools. Active alumni interest and cooperation, at other schools, have been most helpful. There is a happy mean.

Present alumni representatives on the athletic council are: Neil R. Johnson, '15 arts-sc, '17 law, Norman; Paul G. Darrough, '13 arts-sc, '15 law, Oklahoma City and Raymond A. Tolbert, Oklahoma City.

What changes would you suggest in our basic athletic control structure? We have:
1. Faculty control through an athletic council of eight faculty members, two students and three alumni.
2. High standards of eligibility administered by faculty eligibility committee.
3. Budgeting of all expenditures and disbursement of all funds by means of an approved voucher system.
4. Books and records designed and installed by certified public accountants and periodically audited.
5. All athletic funds are held and disbursed solely by J. L. Lindsey, university financial clerk.

I am one of those who believes that with a fundamentally sound athletic structure and the proper interest and cooperation of alumni we will encounter few athletic backsets.

A contributor to the last issue defends the thesis that college journalism should conform to the code of newspaper ethics of the metropolitan press and be unbiased. Now, I want to move that student and alumni publications be put in the house organ class so they can serve as the mouth pieces of the student and alumni, pull for the home team a little and encourage others to do likewise.

Power and best wishes to the Aggies in their new stadium drive. The paved highways that will likely be completed into Stillwater by next fall from Oklahoma City, Enid and Tulsa make additional facilities a necessity.

Brother Sooner, have you paid that 2-5-0 pledge that was accepted as good collateral by the folks that loaned us the money with which to build the stadium and union building? There is nothing of greater importance or significance to Soonerland than the prompt payment of these solemn obligations.

February 1st was Radio Night at K. U. Greetings and speeches from well known university professors, campus music and alumni "hellos" made up the program which was enjoyed by alumni groups at dinners throughout the state.

Under the will of the late J. W. McDonald, Paris, Texas, the University of Texas receives $750,000.00 to build an observatory and establish a chair of astronomy.

Association progress

THE AGGIE CHALLENGE

Elsewhere in the magazine we publish the challenge of the Former Student's association of Oklahoma Agricultural & Mechanical college to our association. President Tolbert has sent a similar challenge to the Aggie association, and the contest for the most new members is now on, to be terminated June 30.

The losing side in the contest will present the winner with a silver loving cup at a banquet which it will tender also. Written reports will be made monthly and the results made on the point basis for each new member.

W. A. Melton of Tulsa is president of the Former Student's association and George McElroy of Stillwater, secretary. Reports of the points gained by each association will be published monthly in the magazines of the two associations.

This means, of course, that every member of the association should procure at least one new member and as many more as possible. Ask your Sooner friends if they are members. If they are not, sign them up. Get all the life members you can.

NEW LIFE MEMBER

The newest life member of the association hails from Milan, Italy. He is Joe Benton, '21 voice. Italians know him as Giuseppe Bentonelli. He may be reached, care the American Express, Piazzale Partini 2, Milan, Italy.

Mr. Benton returned to Italy last November after a vacation spent in the states, part of the time with his parents in Norman. He has now signed up with the world's foremost opera agent, Emilio Ferone, and has sung in Manon, La Bohème, and Tosca, at Ferrar, Imperia and Alessandria respectively.

Let's talk it over

By Association President Tolbert

Another foundation stone of the university is in place. The new library building, one of the outstanding structures of its kind in this country, is in use. All of us owe much to those who have made it possible. A library is one of the essentials of higher standards of scholarship and a great university.

An alumnus issues a communique through Tulsa and Oklahoma City papers proclaiming his dissatisfaction with the athletic situation and demanding a "change." May we suggest that such broadcasting might more effectively and more become the done in the "Sooner to Sooner" column of this magazine or direct to the three alumni representatives on the athletic council?

Alumni responsibility in matters athletic should not be forgotten or evaded. Three alumni representatives, nominated by the alumni executive board (themselves from Nebraska. B. O. Bass, unlimited weight, O. Leach, 135-pounds and Lester Danford, 145-pounds, are the other lettermen on the squad. The sophomores that are showing great promise are Harv Lewis and Curtis Turner, 145-pounders, Elmer Mackey, 153-pounds, Elton Eubanks, 163-pounds, and Earnest Childers, 175-pounder.
The A. & M. Alumni and Former Student's Association is engaged in an active campaign to establish active Alumni clubs throughout the state.

From the "Organized Alumni" column of the University of Oklahoma Alumni Magazine:
The Tulsa contingent of the Jayhawk tribe came with a lot of hoopla at Christmas time. The alumni and present students combined forces and started a new or rejuvenated K. U. club with officers and everything necessary for an enthusiastic career.

About Dec. 19 a few of the faithful met and planned an organization meeting which was held Dec. 21 with the usual good results. They elected Hal Shoobi, '13, president, Emily Miller Travis, '20, vice president, Will French, '12, ed't15, treasurer and Berneath Palenske, '29, secretary. On January 4 a dinner brought out sixty persons and from the dinner they sallied forth to attend the "College Night" at the Coliseum where representatives of the various colleges and universities were to vie with one another in putting on the most spectacular or cleverest stunt. Although the competition was strong Kansas won first prize which was a great silver loving cup. The Jayhawks, under the able leadership of Guillford Day, '30, did a remarkable job of cheerleading and their combination of electric words, spotlights, fog machines and megaphones and the pep to go with all these was too much for the other contestants. Approximately 125 K. U. men and women were at the stunt night.

The Tulsa plan to listen in on Radio night Feb. 1.

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TO DEAN FREDRIK HOLMBERG
who is completing his 25th year in Oklahoma in the interest of better music
The Fourth Symphony Orchestra Program
Monday, February 17th
THE FOURTH SYMPHONY ORCHESTRA

Join the O. U. Crowd—enjoy a real symphonic concert
Meet Dean Holmberg at a reception afterwards
The above is a card just received.

This is written before the date for Holmberg's lecture but I am going to get a lot of kick out of joining a lot of other Sooners attending that function. Favorite speaker at law school, director of a symphony orchestra, warm personal friend of thousands of students and alumni, the irrepressible and irreplaceable, that's our good friend Holmberg.

* * *

Two O. U. alumni, leaders in their fields, were on the library dedication program. Carl H. Milam, '07 arts-sc., is secretary of the American Library association. Milton J. Ferguson, '01 arts-sc., M. A., is director of the California State Library commission, which has long served as a model for other states. The recently established training school at the university already has two alumni of the first magnitude.

* * *

I am strong for "Chuck" Newell, ex '08, who contributed that fine article about Bennie Owen in the last issue. When I was in high school, he is the boy that wrote the O. U. sport ditty that made a lot of us keep on mighty good terms with the young lady Western Union operator in a western Oklahoma town, so that we could get the scores eighteen hours before the Oklahoman arrived.

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Did you know that of about a dozen alumni magazines I see, ours is one of the three best, many, many thanks to Joe Brandt and Company, loyal Sooners all.

* * *

THE SOONER MAGAZINE

Clinic of our times—the alumni university

THE PESS OF MEXICO

By WALLACE PERRY, '07

The editor asked me to write an article on: What's the attitude of the Mexican press toward the United States?

The answer is simple: It's whatever the attitude of the administration at Mexico City happens to be. Just now, it's particularly friendly; before the American government recognized the Oregen administration, and even up to the time Dwight W. Morrow replaced Jas. R. Sheffield as ambassador to Mexico City, "gringos" and the "cosmos of the north" were editorial terms that repeatedly appeared in the press of the southern republic.

Freedom of the press, though frequently proclaimed in political manifestoes, is something that doesn't exist in Mexico. I have a friend in the interior of Mexico who is a newspaper, a few years ago, was rabidly anti-American but whose personal opinions, I knew, were friendly. He asked him why the conflict between his public and private utterances. "I don't care what I say, I don't care what I write, otherwise, "he confided. Now his editorial columns seldom if ever carry anything but a friendly tone toward America and Americans.

The reason is the better understanding Ambassador Morrow has brought about and the consequent friendly attitude of the Mexican administration.

Mexican newspapers always have given big play to American news. The death of Ex-President Harding, Lindbergh's flight to Paris, the last presidential election in the United States and Ramsay MacDonald's visit to President Hoover each was given columns and columns of space, not only in the capital but all over Mexico.

And that tendency was given even more impetus by the flight into and tragic death in the United States of Emilio Carranza and the more recent pre-inaugural visit to the United States by President Pascual Ortiz Rubio.

One reason for Mexicans' interest in American news is the direct effect of the policy of the United States on Mexican politics. Another seems to be the avidity with which the Mexican looks for news of violence, supplied by American crime, and for political news, which accounts for his interest in American elections.

"The press," in Mexico, doesn't mean anything like what it does in the United States. The "country newspaper," which springs up in every county seat and every town of consequence in America, doesn't exist in the neighboring republic. Outside Mexico City and the larger cities of the republic, newspapers are few and far between. And these deal more in political propaganda—long diatribes against political enemies and adjective-laden praise for political friends—than in the news of the day.

Yet Mexican newspapers have contributed much to Mexican literature. Some of the nation's greatest authors—and poets, too, since poetry plays a promi-