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Editor
PAUL GALLOWAY

Executive Editor
R. BOYD GUNNING

Editorial Assistant
JUDITH FREYER

Photographer
MARK MILLER

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THE COVER: Dr. Cross listens as his successor, Dr. J. Herbert Hollomon, answers questions at the press conference on May 22, the day Hollomon was named president-elect of the University by the Board of Regents.

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Sooner Scene

by R. Boyd Gunning

This spring a progress report was made on the OU Plan for Excellence indicating that in the first four years of the program the University received \$14,413,000 from private giving and an additional \$11,663,000 from government agencies and foundations. In making the report Dr. Cross revealed that "the University now ranks well up in the *upper* one-fourth of all state institutions in the amount of money that it receives annually from private gifts." And he added, "It is a sad thought that it ranks at the bottom of the *lower* one-fourth in the amount of money made available to it by the state legislature on a student per capita basis."

The private money received has been used to supplement, not to replace, state funds in improving the quality of the faculty, the library, the laboratory facilities, and research activities on the campus. The Plan for Excellence was in many ways a trail-blazing effort. It was the most ambitious capital gift program attempted up to this time by a public university in this part of the country. It established a significant level of giving and made it possible for the University to accomplish several



H. O. (Bud) Harder (left) and Boyd Gunning

things which previously had been beyond its reach. The success of the program is due to the generous effort and support put into it by friends and alumni of the institution. Here are a few examples: *Carl E. Reistle*, chairman of the board of the Humble Oil and Refining Co. and a distinguished alumnus, was instrumental in securing a gift of a geophysical observatory located at Leonard, Okla., which is valued at \$600,000 (News-Makers, April 65). Through the interest and support of *Dean McGee* and *F. C. Love* of the Kerr-McGee Corp. the University has been successful in attracting to its faculty a very distinguished geophysicist, Dr. Robert



Judge A. P. Murrah (left) and Ward Merrick

DuBois. Dr. DuBois assumed direction of the Leonard Observatory this summer, with the academic title of Kerr-McGee Professor of Geology and Geophysics (Sooner Magazine, May). Another example is in the *T. Howard McCasland* professorships awarded in physics, English, and history of science. Private funds have been used to provide several pieces of scientific equipment in physics and microbiology. A spectroscan M-30 (News-Makers, April) was purchased for the department of physics. This instrument will enable the physics staff to extend greatly the splendid spectroscopic research which was initiated here many years ago by Dr. Jens Rud Nielsen and his students. By use of private funds supplementing regular University support we were able to recruit a very outstanding microbiologist and electron microscopist, Dr. John J. Skvarla. We were able to equip this young scientist with one of the best electron microscopes in existence and thus upgrade markedly the laboratory of electron microscopy which was established several years ago by *Lloyd Noble* of Ardmore. This laboratory has opened new areas of research for several departments on the campus. (Continued on page 28)

Honored at the April 19 Plan for Excellence Luncheon at which above photos were taken were Plan leaders Ward Merrick, Ardmore; Rayburn Foster, Bartlesville; Howard McCasland, Duncan; Wesley Nunn, Heavener; T. R. Benedum and Jack Luttrell, Norman; Herbert Branan, Pat O'Hornett, and Leonard Savage, OC; H. O. Harder and Edgar Heston, Tulsa; William Bednar and Roy Guffey, Dallas; Wallace Thompson, Houston. Judge Murrah was speaker.

Sooner Scene Continued

The library has been considered an appropriate benefactor of private giving for many years. The library's special reputation rests with special collections established by private gifts of philanthropists such as *Harry W. Bass*, *E. DeGolyer*, and *Frank Phillips*. Philanthropy bearing the Phillips name did not end with the founding of the outstanding Phillips Collection in Western History, but reappeared most decisively in the form of one of our pace-setting gifts to the Plan for Excellence. And when the Bizzell Memorial Library acquired its millionth volume, a first edition of Milton's *Areopagitica*, it was appropriately received as a private gift from *Mrs. George P. Livermore*.

The University's Collection in the History of Science and Technology, started by Mr. DeGolyer with a 600-volume initial gift in 1949, is now a 31,000-volume collection, a growth made possible largely through support from the Plan for Excellence. The University's Collection in the History of Science and Technology is now probably the best of its kind in the world.

Another impressive example of what can be accomplished at a public university with private funds is in evidence at the *Merrick Computer Center*, developed and financed largely to the leadership and generosity of *Ward S. Merrick* of Ardmore. University capabilities in computer science continues to expand and improve.

There are many examples where private funds have made a significant difference in the quality of University activities. The *Erle P. Halliburton* Professorship in Petroleum Engineering, a *Kingfisher College* Professorship in the Philosophy of Religion and Ethics, the *Skogsberg* Professorship in Philosophy, the *Oklahoma Gas and Electric* Professorship in Electrical Engineering are cases in point.

In making the report Dr. Cross emphasized: "Perhaps the greatest benefit that has been derived from the Plan for Excellence during the past four years has been the flexibility which money in the bank has given us in keeping our best professors. Before we had the fund we could offer only

vague assurances to our best people—assurances based on expectations of what legislative support might be. Today we can make guarantees which we could not make if it were not that Plan for Excellence money is available to back us up."

The president concluded his report with these remarks: "In fund raising, we have convinced ourselves and our friends that substantial gifts are available. We have accepted the idea that someone has to ask someone else for money. We have established a level of giving among our friends with the knowledge that the best potential donor is the man who has already given. Thus we have a good start, but I should emphasize that we have not convinced nearly enough of our alumni that they should work actively in

the support of the University's fund-raising activities. Perhaps in the light of the success that has been attained, it may be easier in the future to convince prominent alumni that they should lend their best efforts in support of their alma mater—especially when it is realized that here, beyond any doubt, lies the difference in the success of the OU campaign as compared with other successful university campaigns.

"If the University of Oklahoma is to fulfill its responsibility to Oklahoma and the Southwest and develop into a truly great institution, it must accept the modern principles and techniques of economy and efficiency, it must protect the right of its faculty to teach and explore with reason, and it must pursue new sources of support." *END*

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