



LETTERS

Contact Information, Please

Great article, "Marketing Scholarly Gems," in Volume 23 No. 3 *Sooner Magazine*.

I have ordered a few books from the (University of) Oklahoma Press.

The article did not include an Internet or e-mail address for the OU Press or a telephone number. Hopefully there is an online subject index to make finding books easier.

Can you supply addresses and telephone numbers?

*Baity Bartel, '44 bs elec engr
Denton, Texas*

OU Book Club Alert

I read in the Spring '03 magazine about the OU Book Club offer. I would like to join but did not get the business response card.

Would you please e-mail me the information about joining? Thank you.

*Katherine Carr, '71 ba
Ardmore, Oklahoma*

EDITOR'S NOTE: Those interested in joining the OU Book Club should receive a reply card in the fall issue of the Alumni Association's OU People, or may call Joy Warren at 405/325-3202 (e-mail at joywarren@ou.edu). The OU Press Web site, www.oupress.com offers additional contact and ordering information.

First Edition

I read with interest the article on the OU Press. However, there is a bit of confusion, so I believe, about the first book published. The article (Page 9) states that the first book was in 1930. I was told by my father that although the Press does consistently state that this is when its first book was published, actually the first book was in 1929, my grandfather's *Terminology of Physical Science*. Duane (my father) also told me some convoluted tale as to why this book is not normally noted as the first book (which I forget), but it was definitely published in 1929 (I just checked my

copy). There was some reason to get a book out in 1929, even though the Press really didn't get going until 1930. My grandfather's book is a modest little thing, 113 pp., paperback, which might be evidence of haste.

Unfortunately all the people who know the tale are gone, but I thought I would set the record straight as far as I could.

*Duane W. Roller, '66 ba lettrs, '68 ma
Professor of Greek and Latin
The Ohio State University
Athens, Ohio*

EDITOR'S NOTE: Duane Emerson Roller was a member of the OU physics faculty from 1924-26 and 1928-36. His son, Duane H. D. Roller, was the architect of OU's pre-eminent History of Science Collections, serving as curator from 1954 until his death in 1994. Roller was a great storyteller, and his account of the publication of his father's book would be worth hearing. As it is, the first OU Press book remains Folk Say (January 1930) by OU English professor Benjamin Albert Botkin.

Clarifying Thoughts

Your "Prologue" to the *Sooner Magazine*, Spring 2003, should be bronzed.

Never has so much chaos been reduced to such clarity in so few words. Many thanks.

*Thurman J. White, '41 ms psych
OU vice president emeritus
Norman, Oklahoma*

And Informative, Too

I have just finished reading your "Prologue" to the spring 2003 issue of *Sooner Magazine*. As usual the articles in the magazine are excellent. I then saw the title to your "Prologue" and read it too.

Thank you for the excellent, future-oriented thoughts you presented. You wrote clearly, informatively, and well. I congratulate you on the "Prologue," which made an excellent issue even more outstanding.

*Drew L. Kershen
Earl Sneed Centennial Professor of Law
OU College of Law
Norman, Oklahoma*

Added Expenses

[Re: The statement in "Prologue," Spring 2003, that funding of new construction "takes nothing away from the operating budget."]

Not quite true. While the construction expense may not be paid from operating funds, the expenses of operating and maintaining new facilities are. The more you build, the more it costs to operate.

*Edwin McComas, '64 ba, '67 jd
Elk City, Oklahoma*

Capital Spending

I enjoyed your excellent column in the *Sooner Magazine* on the differences between capital budgets and operational budgets. I think, however, there was an important point that was left out. Increased capital spending results in increased operational spending due to increased staff, utilities, maintenance, etc., required to run the new facilities. Perhaps the University should consider allocating a set percentage of capital donations to an operational endowment for each project, so new facilities do not exacerbate already strained operational budgets.

*Charles L. Lackey, '78 md
Norman, Oklahoma*

EDITOR'S NOTE: Points well taken, but an adequate response would require another "Prologue." Significantly, however, since the Athletics Department is self-supporting, operating its facilities does not impact the University's budget. The "new" Holmberg and several other campus improvements do have maintenance endowments, as Alumnus Lackey suggests.

New Hours at SNOMNH

Visitors to OU's Sam Noble Oklahoma Museum of Natural History should note that the museum now is reserving Mondays for routine maintenance and cleaning to avoid disrupting public viewing. SNOMNH's new hours are 10 a.m. to 5 p.m. Tuesday through Saturday, and 1 to 5 p.m. Sunday. Visit the Web site www.snomnh.ou.edu for additional information or call 405/325-4712.