

COLUMBIA UNIVERSITY increases its total resources during 1931 by \$28,000,000.

University of Oklahoma's resources during the year were reduced more than ten per cent.

Both universities should give the same grade of education.

You can appreciate the problem confronting President Bizzell when you stop to analyze.

Is Oklahoma in the illiterate belt?

The recent survey of the book industry (*Economic Survey of the Book Industry, 1930-1931*, by O. H. Cheney) reveals how low Oklahoma ranks among reading states:

Oklahoma ranks sixteenth from the bottom in the list of states in the total per cent of book sales;

Oklahoma has only four leading bookstores and eleven other book outlets;

Out of twenty two urban centers with a population ranging from five to ten thousand, seventeen are without book outlets; six out of twelve urban centers with a population ranging from ten to twenty five thousand are without book outlets; fifty eight of Oklahoma's seventy seven counties have no bookstores or book outlets, and seventy of these counties are listed as having no "A" store.

There are 723 retail stores to every book outlet in Oklahoma.

These statistics are increasing and revealing. Oklahoma is by no means the worst state in the union in the matter of bookselling. But we have a great distance to go before we can reach the status of the northern states. It is a sad commentary on the entire situation that a general book store cannot exist in Norman. You would expect that in the state's educational center you would find a well patronized book store. Efforts to get students to read—and faculty members, too, apparently—have thus far met with little success.

I think we are improving. The new library of the university is an inducement to read. The University Press gradually will make a mark among students. Curiously enough, very few University Press books are sold to alumni. Books are the fundamental basis of tolerant education. Book reading citizens are usually intelligent citizens.

The task facing the university should be clear. The textbook and the lecture are not the end of intellectual progress for the student. They are the first milestone. Books are the continuing milestones—

The Sooner Magazine

OKLAHOMA ALUMNI NEWS



A News Magazine for University of Oklahoma (and Kingfisher college) graduates and former students. Established 1928. Published monthly except August and September by the University of Oklahoma Association, Oklahoma Union building, Norman, Oklahoma. Mike Monroney, '24 journ., Oklahoma City, president; Charles H. Newell, ex '13, Dallas, Texas, vice president; Harrington Wimberley, '24 journ., Altus, vice president; Fred Thompson, '22 bus., Norman, treasurer; Frank S. Cleckler, '21 bus., Norman, secretary. Membership dues: Annual, \$3.00, of which \$2.00 is for *The Sooner Magazine*; Life, \$60.00, of which \$40.00 is for *The Sooner Magazine*, payable \$5.00 a quarter. Entered as second-class matter October 13, 1928 at the postoffice at Norman, Oklahoma, under the act of March 3, 1879. Printed in the United States of America by the University of Oklahoma Press. Contents copyrighted 1932 by the University of Oklahoma Association.

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February, 1932

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books and discussion. We need to stress the value of books more in our university. Until we do, we are remiss in our duty.

Negritos, Talara, Peru, S. A.
December 17, 1931

This is one of the most hope inspiring and satisfying letterheads we have received in the mails for a long time. About the time we begin to think our work in the alumni association is all in vain we get some such encouraging note as the one which followed beneath this foreign address. Arthur Maddox, '30, writes that *The Sooner Magazine* is "one of my chief sources of contact with home since I have been in Peru."

When University of Oklahoma graduates abroad begin to look back to their alma mater as a definite source of contact with "home" then is born a real school spirit. The University of Oklahoma is yet too young for established moss-grown, revered traditions—traditions that build a real school spirit—not the jazzy emotionalism of temporary enthusiasm procured by artificial methods such as pep clubs.

The growth of the alumni association during the three years since the first publication of *The Sooner Magazine* has been a splendid tribute to the increasing reverence and loyalty of alumni toward their university. There is more of that feeling "this is my university" than there has ever been before.

More letters like that from Arthur Maddox whether they praise the work of the editor and his assistants or whether they criticize and make suggestions—more of those letters showing that alumni are interested—that is what helps keep the university "home fire burning" and makes the officers of the alumni association feel their services to former classmates and the school are worth while.

The publication by the University of Oklahoma Press during January of the first volume of its projected series on the Civilization of the American Indian marks another forward step of the university. Dr A. B. Thomas's *Forgotten Frontiers* is the initial volume of the series. Eventually it is hoped that the volumes comprising the series will give a picture of Indian civilization in its original purity, divorced from the malformations introduced by the land-hungry white man.