

4:00 p. m. Press Building

Open house, the University of Oklahoma Press, honoring the University Press authors, Mr. Joseph A. Brandt receiving.

6:00 p. m. Faculty Club

Subscription dinner, H. H. Herbert, director of the school of journalism, University of Oklahoma, presiding.

Address, "A Cooperative Study of Student Mores," W. H. Cowley, director of personnel of the Bureau of Educational Research, Ohio State University; Assistant editor, *The Journal of Higher Education*.

8:00 p. m. Fine Arts Auditorium

General Session 2—*Higher Education and the Control of Social Environment*
President Bizzell, presiding.

Address, "Higher Education and Future Social Trends," William F. Ogburn, professor of sociology, the University of Chicago.

Address, "The Philosophy of American Civilization," Frank Ernest Hill, author, *The Westward Star, What Is American?*

Saturday, November 16

9:30 a. m. Engineering Auditorium

Discussion Section 3—*Higher Education and the Training of the Social Technician*

R. H. Montgomery, professor of economics, University of Texas, presiding.

Address, "Training the Economist of the Future," Isaac Lippincott, professor of economic resources, Washington University.

Address, "University Training for Government Service," Cortez A. M. Ewing, associate professor of government, University of Oklahoma.

Address, "New Demands in the Training of Social Workers," Frank J. Bruno, professor of applied sociology, George Warren Brown department of Social work, Washington University.

Address, "Caveat Emptor: A New Education," Howard O. Eaton, associate professor of philosophy, University of Oklahoma.

Address, "Higher Education and the Training for Health," H. L. Pritchett, professor of sociology, Mental Health Counselor, Southern Methodist University.

Free discussion from the floor, Professor Ogburn, leading

1:30 p. m. Engineering Auditorium

Discussion Section 4—*Higher Education and the Creative Arts*

B. A. Botkin, assistant professor of English, University of Oklahoma, presiding.

Address, "Education for Living," John Gould Fletcher, author, *The Two Frontiers*, "Education in the South."

Address, "Art and the Audience," Sarah Gertrude Knott, national director, National Folk Festival.

Address, "New Fields for Critics: Standard versus Standardization," Henry Smith, Southern Methodist University;

associate editor, *The Southwest Review*.

Address, "Decentralization in Publishing," Haniel Long, author, *Pittsburgh Memoranda*; Co-founder of Writers' Editions (Rydal Press, Santa Fe).

Address, "Public versus Private Support of Art," John Ankeney, formerly director, school of fine arts, University of Missouri; lately director public works art projects for Texas.

Free discussion from the floor, Adah Robinson, professor of art, University of Tulsa, leading.

4:30 p. m. Fine Arts Auditorium

Concert of southwestern music, University of Oklahoma symphony orchestra, Paul S. Carpenter, professor of violin, University of Oklahoma, directing.

7:30 p. m. Union Ballroom

Concluding Dinner—*Higher Education and the Society of Tomorrow*

President Bizzell, presiding.

Address, "Government," Ernest W. Marland, governor, the state of Oklahoma.

Address, "Adult Education," Kathryn McHale, general director, the American Association of University Women.

Address, "Art and Society," Thomas

H. Benton, director of painting, the Kansas City Institute of Art; painter, "The Arts of Life in America," Whitney Museum of American Art.

Address, "Building a University," Lotus Delta Coffman, president, University of Minnesota.

Adjournment of the conference.

Drive for New Members

AN Alumni association membership campaign was started October 19 and tentatively will close at Homecoming time.

Members of the University of Oklahoma association executive board met in a special meeting September 28 and voted unanimously to conduct the drive for six hundred new members to make up for an impending deficit in the budget due to reduced University appropriations.

It was decided that each member of the executive board would be responsible for securing fifty new members. Non-members living in the districts of executive board members are being contacted for the drive.

Copies of the Alumni association organization chart showing the functions, number of employes, funds and scope of work and services were sent by the alumni offices to the executive board members and persons helping them in the drive.

Buff Burtis, '27as, Clinton publisher and a member of the board, is campaign publicity director.

A report on new members is due at the Homecoming meeting of the executive board. The decrease in appropriations has made it necessary for the association to stage the drive for the six hundred new members.



Here are a pair of outstanding Soonerland sportsmen. Left, is Maurice Hankinson, ace golfer and junior lawyer. The little fellow to his left is a one-hundred pound freshman who recently astounded the nation by winning the national small-bore skeet shooting championship. He is Billy Clayton, Calvin, Oklahoma, and he is a freshman in the college of business administration.